

# MIAMI BEACH

**Mayor's Blue Ribbon Panel on North Beach  
3rd Meeting  
8:00 a.m., Thursday, March 27, 2014  
Normandy Shore Golf Club  
2401 Biarritz Drive, Miami Beach**

## **MINUTES**

In attendance: Chairperson Ricky Arriola  
Member Margueritte Ramos  
Member Daniel Veitia  
Staff Liaison/Economic Development Coordinator, Jeff Oris  
Assistant City Manager, Kathie Brooks  
Assistant City Manager Jose "Joe" Jimenez  
Director of Tourism, Culture and Economic Development, Max Sklar  
Deputy Director of Planning, Carmen Sanchez

Chair Arriola opened the meeting at approximately 8:14 a.m. and welcomed all in attendance. Panel members Ricky Arriola, Margueritte Ramos, and Daniel Veitia introduced themselves for the record. The Chair then immediately proceeded to the business portion of the agenda.

Jeff Oris, Economic Development Director gave a quick update on the public input workshop geared to property and business owners held the previous Tuesday, March 25, 2014 at the Shane Rowing Center.

Max Sklar updated the Panel, on actions related to short-term action items requested by the group. Mr. Sklar indicated that a Bruce Turkel and the Greater Miami Convention and Visitor's Bureau (GMCVB) will attend the Panel's April 3<sup>rd</sup> meeting to discuss how they may be to help North Beach under the GMCVB's existing branding services contract with Turkel Brands. Additionally, City staff is working on an RFP for an entity to do programming and some management services for the Bandshell. It is envisioned this entity would bring in new and varied groups for activities at the Bandshell. A discussion ensued related to the potential services to be provided under this RFP which expanded to an update on what kind of grant funding the City might be able to provide for festivals and events and a policy for waiving fees for special events.

Mr. Sklar continued with an update on investigations into obtaining a bandshell tent. He indicated the project was possible if it were a temporary, removable structure, though it

may require approval of the Historic Preservation Board. Based on some basic conversations with a local vendor and it was determined that the that fabrication of such a tent would need to go out to bid and funds to for the project would need to be allocated in the City's budget.

Mr. Sklar continued with updates on and discussion with the Panel ensued on the potential for a Call for Artists to beautify electrical boxes which then expanded to include lighting and painting of bridges in the North Beach area. The bridge item was deferred to the next meeting when CIP and public works items were to be discussed.

An update of efforts at the Normandy fountain was presented. A discussion regarding what can be done immediately and the larger potential for the fountain area was undertaken. Chair Arriola, supported by the other Panel members, ended the discussion with a challenge to the City Administration to get the fountain running within 90 days.

Kayak launches were then discussed with the Panel exploring the potential for kayak rentals in the area and if there is some way to encourage rentals in the area so that more visitors would be able to utilize the area waterways. Staff indicated they would come back with a timeline and additional potential locations for kayak launches.

The Panel was presented with and reviewed a map of all City-owned property in the North Beach area to be used in future discussions particularly those with CIP and Public Works. Mr. Veitia indicated he wanted to meet with the CIP and Public Works Departments in advance of the Panel meeting with them and the Panel endorsed this idea.

Discussion moved to the topic of the Byron-Carlyle Theater. Mr. Sklar referred the Panel to a memo and back-up information that was provided in the agenda package, summarized the current situation with management agreement with the outside entity operating the Byron-Carlyle, and suggested to the Panel that they view the Byron-Carlyle property in the context of the entire of 71<sup>st</sup> street and activation of the street. A discussion was undertaken regarding the information presented, the current use and potential development of the site without the existing structure.

Assistant Director of Planning, Carmen Sanchez, presented a review of the 2007 North Beach Town Center Plan. Ms. Sanchez indicated the basic framework of the Plan is strong however it could use some modification based on current development patterns and economics of the area. Discussion regarding the properties in the Town Center area owned by City National Bank and the potential for the transfer of development rights (TDRs) was initiated and included Ms. Sanchez and Assistant City Manager Joe Jimenez. Discussed continued on the issues of a form-based zoning code, a Town Center parking structure or structures and the potential of parking to incentivize new development.

The Chair moved to the public comment portion of the agenda. Several members of the public commented on kayak launches, the Byron-Carlyle, area parking and other matters.

The Panel then discussed budget amendment deadlines for the funding of short-term items and the panel agreed that due to the deadline of April 9<sup>th</sup> for submittal of items that topic of their April 3<sup>rd</sup> meeting should be changed to budget amendment items and discussion on CIP and public works issues should be delayed to the April 10<sup>th</sup> agenda. Intertwined with this decision was discussion on the timing of requesting budget allocations for various projects and whether certain projects require immediate allocation or if funding could be delayed until next year's budget.

The Panel further took no action on a suggestion to change meetings from weekly to less often and directed staff to place on the April 17<sup>th</sup> agenda a discussion on planning and historic preservation issues.

The Chair adjourned the meeting at 9:57 a.m.

NOTE: No votes of the Panel were taken during this meeting.

**MINUTES APPROVED – 04/10/14**